

American Vintage

AMERICAN VINTAGE OPENS A NEW STORE IN NIEUPOORT.

American Vintage is coming to Belgium again, setting up shop in the seaside town of Nieuport! In the store you'll find a denim bar mixed with natural materials and colours. A nod to the Mediterranean, echoing the origins and noble materials used by the Marseille-based label.

There are two screens in the 110m2 store showing the brand's best videos and images.

MORE THAN JUST A STORE, A PLACE TO LIVE

The DNA of American Vintage, celebrated through its collections since 2005, emanates from the atmosphere of this new boutique devoted to Women, Men and Kids. The materials used reflect the essence of the brand, in the centre of Nieuport. American Vintage has always made it a point of honour to think of its stores as places where you don't just bump into each other, but where you choose to meet.

From the outside, you can see the tiles on the walls, the coffee machine and a bar around which the store is arranged. This introduces one of the brand's key values: well-being. Customers are encouraged to take a few moments to slow things down, take a break and immerse themselves in the spirit of American Vintage.

For this project, our architects are preserving the history of this site. They are extending the AMV identity in Belgium and continue to transform our stores into real spaces for living, sharing and meeting. The spaces are now organised around break-out areas, to encourage people to chat intuitively and enthusiastically. And the service goes way beyond fashion advice, as our sales teams will be happy to share their top recommendations in the town!

In the relaxation area, enjoy spending a moment with a coffee in hand while leafing through a book between fittings sessions. People come here to discover the world of American Vintage and to take their time.

Visitors will appreciate our values, our love of the great outdoors and our passion for sport, a lifestyle that the brand has been sharing with its in-house teams and customers for years.

AMERICAN VINTAGE NIEUWPOORT : ALBERT I IAN 200, 8620 NIEUWPOORT

What you need to know:

Inspired by the United States, Michaël Azoulay founded the American Vintage brand in Marseille in 2005. Influenced by the great outdoors and the resolutely relaxed atmosphere that emanates from it, he decided to revisit that most timeless of basics: the T-shirt. As the seasons go by, the collections expand, structured around ever more elaborate pieces. American Vintage now offers a men's, women's and kids' wardrobe, where colours and materials, the house's DNA, evoke emotion..



KOM ERBIJ!